

7777 # 005715

NCC Cable System Order

11766423

Order #	62355497	Flight Dates	10/24/16 - 11/06/16	Update Date	10/24/16
Syscode	4477	Agency	Strother Nuckels Strategies c/o Hulsen	Version	2 Vs. 1
System Name	Spectrum/Beaver Dam, WI	Advertiser	Wisconsin Prosperity	Show All Lines	
Market	Milwaukee-Racine	Client Code		Total # of Weeks	2
AE	Jenny Morrison	Product Code		Total	\$1,366.00
Sales Coordinator	Hayley Noga	Est Code	1056	Commission	\$204.90
Office	Dallas	Product Name		Net Total	\$1,161.10
Phone	(214) 932-2910	Credit Status		Total Spots	101
Status	Not accepted			Affiliate Split	100.0
Survey	National Live+SD 28K Oct15-Nov15	Primary Demo	Households	Sold On	Cost Per Point
		Makegood Policy	Approval Required	GRP	54.5
				CPM	\$152.39
				GRP	8964
				CPM	\$152.39

Comments : 10.24 REV to convert bookends to 30s. Political Order. Please review and confirm thansk!

Please Note : New lines have been added from another MSL order.

Line	Net	Program	Start Date	Stop Date	Start Time	Stop Time	M	T	W	T	F	S	S	RTG	IMP	Total Spots	Unit Cost	Total Cost	Spot Len	Line Comment
1	CNN	CNN EM	10/24/16	10/30/16	05:00	09:00		X	X	X	X	X	X	0.20	29	12	\$15.00	\$180.00	30	NCR 10/31/16-11/08/16
2	CNN	CNN EM	10/31/16	11/6/16	05:00	09:00	X							0.10	24	2	\$15.00	\$30.00	30	NCR 10/31/16-11/08/16
3	CNN	CNN EF	10/24/16	10/30/16	16:00	19:00		X	X	X	X	X	X	0.30	54	6	\$16.00	\$96.00	30	NCR 10/31/16-11/08/16
4	CNN	CNN EF	10/31/16	11/6/16	16:00	19:00	X							0.30	48	1	\$16.00	\$16.00	30	NCR 10/31/16-11/08/16
5	CNN	CNN PT	10/24/16	10/30/16	19:00	24:00		X	X	X	X	X	X	0.30	56	12	\$20.00	\$240.00	30	NCR 10/31/16-11/08/16
6	CNN	CNN PT	10/31/16	11/6/16	19:00	24:00	X							0.20	33	2	\$20.00	\$40.00	30	NCR 10/31/16-11/08/16
7	MNBC	MNBC EM	10/24/16	10/30/16	05:00	09:00		X	X	X	X	X	X	0.60	92	12	\$11.00	\$132.00	30	NCR 10/31/16-11/08/16
8	MNBC	MNBC EM	10/31/16	11/6/16	05:00	09:00	X							0.60	106	2	\$11.00	\$22.00	30	NCR 10/31/16-11/08/16
9	MNBC	MNBC EF	10/24/16	10/30/16	16:00	19:00		X	X	X	X	X	X	0.70	113	8	\$12.00	\$96.00	30	NCR 10/31/16-11/08/16
10	MNBC	MNBC EF	10/31/16	11/6/16	16:00	19:00	X							0.80	138	2	\$12.00	\$24.00	30	NCR 10/31/16-11/08/16
11	MNBC	MNBC PT	10/24/16	10/30/16	19:00	24:00		X	X	X	X	X	X	0.80	138	12	\$15.00	\$180.00	30	NCR 10/31/16-11/08/16
12	MNBC	MNBC PT	10/31/16	11/6/16	19:00	24:00	X							1.00	157	2	\$15.00	\$30.00	30	NCR 10/31/16-11/08/16
13	HALL	HALL EF	10/24/16	10/30/16	16:00	19:00		X	X	X	X	X	X	0.60	94	8	\$9.00	\$72.00	30	NCR 10/31/16-11/08/16
14	HALL	HALL EF	10/31/16	11/6/16	16:00	19:00	X							0.40	64	2	\$9.00	\$18.00	30	NCR 10/31/16-11/08/16
15	HALL	HALL PT	10/24/16	10/30/16	19:00	24:00		X	X	X	X	X	X	0.70	113	12	\$11.00	\$132.00	30	NCR 10/31/16-11/08/16
16	HALL	HALL PT	10/31/16	11/6/16	19:00	24:00	X							0.50	78	2	\$11.00	\$22.00	30	NCR 10/31/16-11/08/16

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					CPP	\$25.00	\$152.39
						GMP	
						CPM	

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Line	Net	Program	Start Date	Stop Date	Start Time	Stop Time	M	T	W	T	F	S	S	RTG	IMP	Total Spots	Unit Cost	Total Cost	Spot Len	Line Comment
17	HALL	HALL W	10/24/16	10/30/16	09:00	19:00						X	X	0.90	150	4	\$9.00	\$36.00	30	NCR 10/31/16-11/08/16
<div> <div>Oct 2016</div> <div>Nov 2016</div> <div>Dec 2016</div> <div>Jan 2017</div> <div>Feb 2017</div> <div>Mar 2017</div> <div>Apr 2017</div> <div>May 2017</div> <div>Jun 2017</div> <div>Jul 2017</div> <div>Aug 2017</div> <div>Sep 2017</div> <div>Total</div> </div>																				
SPOTS	86	15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	101
AMT	\$1,164.00	\$202.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,366.00

SYSTEM APP: SALES ACCT

62355497 | Milwaukee-Racine | Spectrum/Beaver Dam, WI | 4477 |

Date Printed 10/24/16